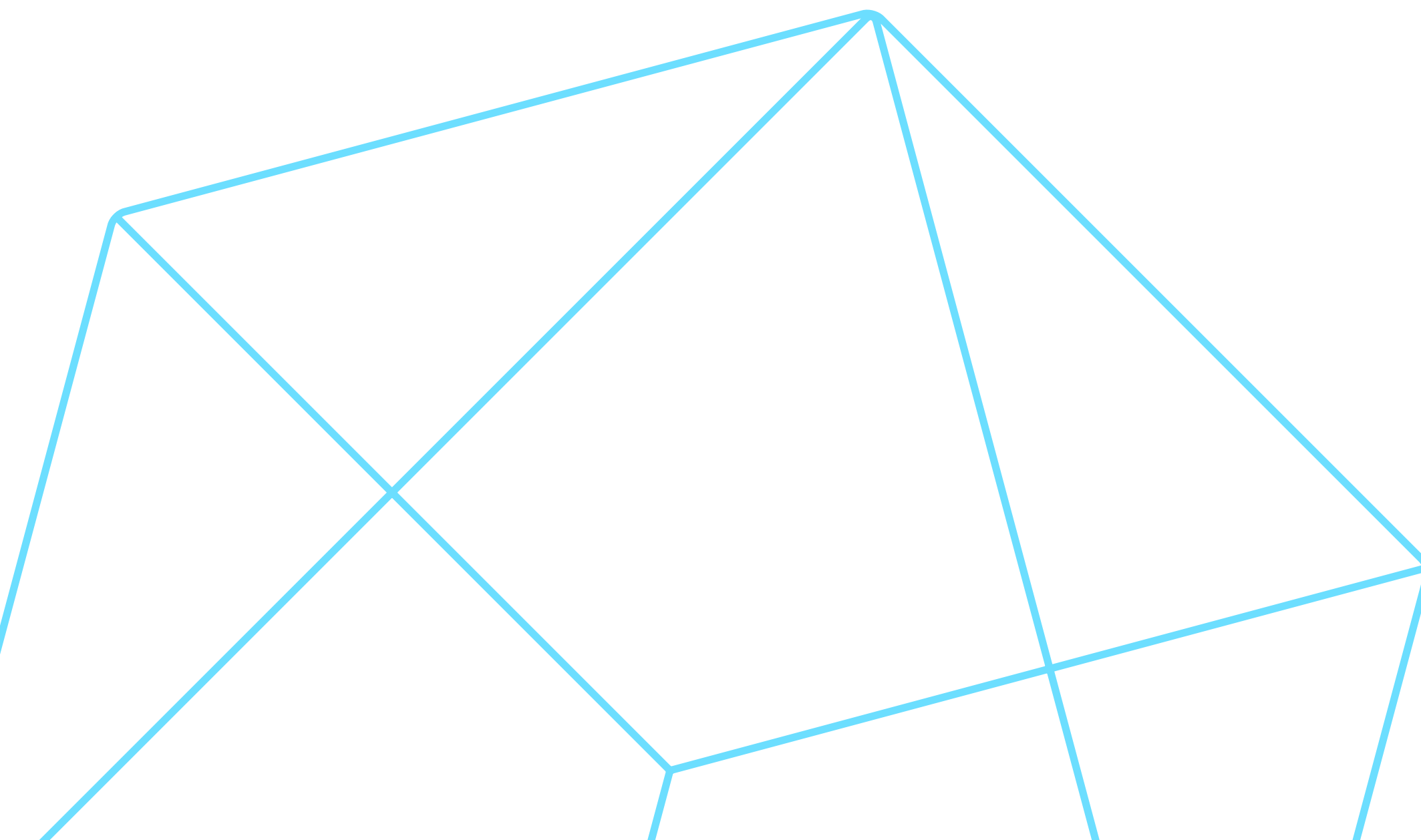


UK DRI Brand Guide



Founding funders:



1.0 Our logo

Our logo is to be used on all UK Dementia Research Institute communications. Our logo consists of two distinct elements, the symbol and the logotype, that form a single unit.

A full suite of logo files are provided.
Our logo must never be redrawn or modified.

1.1 Full colour

Our logo works best when placed on a white background. It may, however, be positioned on a plain, light background but careful attention should always be given to ensure that it is clearly identifiable and legible.

1.2 White

Where our logo has to appear on a dark background the white version (1.2) should be used.

1.3 Mono

For use when a mono logo is required. It is recommended that this is reproduced in black or UK DRI dark blue.

1.4 Clear space

The minimum clear space around our logo is equivalent to the height of the capital D in the logotype.

This exclusion zone is the minimum area around the logo that must remain clear of type or any other graphic elements.

1.5 Minimum size

To make sure that the logo is always legible and recognisable, it should never be reproduced smaller than the minimum size.

For print this is a width of 36mm.

On screen this is 150 pixels wide.

1.6 Recommended sizes

For standard print formats we recommend that the UK DRI logo appears at the following sizes:

A3 – 124mm A4 – 88mm

A5 – 88mm DL – 72mm

For larger items, be proportionate.

1.1 Logo: full colour



1.2 Logo: white



1.3 Logo: mono version (black)



1.4 Logo: clear space



1.5 Logo: minimum size for print



1.6 Logo: Recommended size for A4 print



2.0 Colour

The controlled use of colour is a key requirement for any brand. Colour can create interest, change the tone of your communications and give easy recognition to your materials.

2.1 Core colour palette

Alongside black and white, our visual identity has eleven core colours in its palette: dark blue, light grey, dark grey, sky blue, petrol blue, bright blue, cobalt, violet, fuchsia, ruby and yellow.

Only colours indicated with stars may be used for on-screen text, to improve legibility and meet accessibility guidance. Colours marked with two stars ★★ may be used at all text sizes. A single star ★ indicates text should be restricted to sizes equivalent to 18pt or larger.

Remember: black and white are also very important in terms of our colour palette, especially when we need to present clear and accessible information.

3.0 Type

Our headline typeface is **FS Untitled Regular 450**.

Our secondary font is **Helvetica Neue LT Standard**.

It should be used in all other circumstances.

This font is available in a number of weights, although we would recommend restricting use to:












- Helvetica Neue LT Standard 45 Light
- Helvetica Neue LT Standard 55 Roman
- Helvetica Neue LT Standard 65 Medium
- Helvetica Neue LT Standard 75 Bold

Other versions of Helvetica may be used if the specified version is not installed. If no version of Helvetica is available, eg if using Word, the font Arial may be substituted.

For printed brochures and leaflets, the following sizes are recommended for text:

Headline	FS Untitled Regular 450	60pt/60pt
Standfirst	Helvetica Neue LT Standard 45 Light	18pt/21pt
Sub head	Helvetica Neue LT Standard 65 Roman	13pt/15pt
Text	Helvetica Neue LT Standard 45 Light	11pt/14pt

2.1 Core colour palette

					
UK DRI dark blue R0 G50 B110 HEX: #00326e C100 M78 Y0 K44 Pantone: 2768	UK DRI light grey R197 G209 B217 HEX: #c4d1d9 C12 M0 Y0 K20 Pantone: TBC	UK DRI dark grey R65 G87 B103 HEX: #415767 C75 M55 Y40 K28 Pantone: 445	UK DRI sky blue R10 G200 B255 HEX: #0ac8ff C65 M0 Y0 K0 Pantone: 2985	UK DRI petrol blue C80 M15 Y0 K20 HEX: #007faf R0 F127 B175 Pantone: 7469	
					
UK DRI bright blue R70 G130 B255 HEX: 4682ff C65 M40 Y0 K0 Pantone: 2727	UK DRI cobalt R50 G90 B215 HEX: 325ad7 C85 M70 Y0 K0 Pantone: 2728	UK DRI violet R70 G30 B140 HEX: #461e8c C85 M95 Y0 K0 Pantone: 2685	UK DRI fuchsia R250 G45 B110 HEX: #fa2d6e C0 M95 Y35 K0 Pantone: 191	UK DRI ruby R170 G0 B80 HEX: #aa0050 C10 M100 Y35 K27 Pantone: 215	UK DRI yellow R255 G237 B0 HEX: #ffed00 C0 M0 Y100 K0 Pantone: Process yellow

3.0 Typefaces

FS Untitled Regular 450

AaBbCc ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

Helvetica Neue LT Standard 45 Light

AaBbCc ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

Helvetica Neue LT Standard 75 Bold

AaBbCc ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789